**PROMOTIONAL ACTIVITIES**

Promotion means communication between the seller and buyer. Publicity and public relations are also promotional tools in this context. Promotion is where an image takes shape. It is about creating an idea and a feeling in the minds and hearts of your target audience with the overarching goal of informing consumers and modifying consumer behavior. Promotion for promotion’s sake is hollow and a waste of resources, time and energy. When planning a promotional activity it is essential that organizational requirements are taken into consideration. These may range from addressing ethical standards to quality assurances to maintaining resource parameters.

A marketing strategy should combine various promotional ingredients to get a message to the customer.

**Possible methods of attracting customers could include:**

**Enhancing the store service and environment**

This could include:

* Creating special product displays
* Improving or reviewing maintenance, visual merchandising and housekeeping across the store
* Changing the music that is played in the store
* Taking steps to improve customer service and staff product knowledge
* Improving product ticketing and signage
* Rearranging products to meet customer needs
* Adjusting the store product range and or pricing policy
* Ensuring appropriate stock levels on popular products
* Implementing a customer loyalty scheme

**Advertising and promotions**

This could include:

* Creating displays in vacant stores in the local area
* Distributing leaflets to customers in a local shopping centre
* Mounting an advertising campaign, using media such as brochures, newspapers, magazines, television, radio
* Conducting a seasonal promotion or sale in your store
* Launching a new product
* Distributing discount cards or vouchers for one-off promotions within the local area

**Publicity**

This could include:

* Undertaking a public relations campaign
* Seeking publicity for your store through local or broader media
* Organising a joint event, such as a fashion parade, in conjunction with a local club or charity
* Donating merchandise or gift vouchers as prizes in raffles/competitions run by schools or sporting clubs, in return for appropriate public acknowledgement
* Sponsoring local sporting teams, bands or events
* Entering business competitions run by local councils or industry organizations.

